

**Exhibit A:  
PUBLIC PARTICIPATION PROCEDURE  
FOR COMPREHENSIVE PLANNING**

**I. Requirements**

The Wisconsin Comprehensive Planning Law, herein known as the Smart Growth Law, Section 66.1001(4)(a) Statute requires the City to:

“Adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.”

**II. Purpose**

The purpose of this procedure is to fulfill the requirements of Wisconsin Smart Growth Law by providing early and continuous public participation opportunities at all stages of the planning process.

This public involvement procedure has been prepared to establish a proactive public involvement process for the development of the City's Comprehensive Plan and its components. The procedure brings together diverse stakeholder viewpoints and values early into the decision-making process enabling a common vision to make informed decisions, improve quality through collaborative efforts and build mutual understanding and trust between the City and the public it serves. It is designed as a general framework for all comprehensive plans.

**III. Public Participation Goal and Policies**

The effectiveness of a plan depends upon its success in meeting the expectations of the public. Further, plans need to be reassessed periodically to determine if the public's evolving needs and expectations are adequately being met. By adhering to the following goal and policies, this procedure ensures that the public will be kept informed of activities and given meaningful opportunities to participate in the development and review of public plans and policy.

Goal: The comprehensive planning process seeks to provide to the public complete information, timely notice, and full access to key decisions; and shall support early and continuing involvement of the public.

Policy 1: The City will provide the public with timely notice and reasonable access to information about physical development issues and processes.

Policy 2: The City will create opportunities for the public to become informed about issues and proposals under consideration.

Policy 3: The City will share with the public the tasks of identifying concerns, developing alternatives and evaluating policies to address the concerns.

Policy 4: The City will be diligent in its follow-up to public requests for information and further participation.

Policy 5: The City will listen and respond to suggestions made by the public.

Policy 6: The City will foster candid information exchanges and ongoing two-way communication using a variety of mediums.

#### **IV. Procedures for Public Participation in Each Phase of Comprehensive Planning**

The City anticipates a four-step planning process for the development of the City's Comprehensive Plan. The public participation process will be undertaken for informing and encouraging citizens to be involved during each phase of the comprehensive planning process. It is the responsibility of the City Plan Commission through the Department of City Development staff to conduct the following planning phases and public participation actions:

1. **Analysis Phase:** Department staff will obtain a complete demographic profile of the city and get a sense of the city's strengths, weaknesses, issues, and opportunities.

Action 1: Create one or more Plan Advisory Groups comprised of elected officials, government representatives, and key public stakeholders.

Action 2: Create and maintain a master list of participants, updating as needed.

Action 3: Create a website at [www.mkedcd.org](http://www.mkedcd.org).

Action 4: Post information about the planning process, meeting dates and working documents on the Department website ([www.mkedcd.org](http://www.mkedcd.org)). This information may also be included in a newsletter.

Action 5: Hold Public Meetings. Keep meeting sign-in sheets and summaries of the meeting.

2. **Visioning Phase:** Department staff will assess which services and types of development are considered most important to the community, as well as prioritize issues to address and strengths to build on.

Action 1: Schedule one or more Public Workshops.

Action 2: Notify the public of upcoming workshops at least 15 days in advance. Notices can take the form of direct invitations or press releases, and be included on the Department website ([www.mkedcd.org](http://www.mkedcd.org)) or in a newsletter. Notice shall include date, time, location, purpose and key contact person.

Action 3: Hold one or more Public Workshops. Keep Workshop sign-in sheets.

Action 4: Prepare workshop summaries. Summaries will be made available to interested individuals upon request and will be posted on the Department website ([www.mkedcd.org](http://www.mkedcd.org)). This information may also be included in a newsletter.

Note: Suggestions made by participants are not considered public testimony, however, they shall be considered prior to drafting recommendations.

3. **Synthesis Phase:** Department staff will incorporate the public's vision into document form translating the public's desire into statements of goals, policies, and land use recommendations.

Action 1: Post the Draft Plan on the Department website ([www.mkedcd.org](http://www.mkedcd.org)).

Action 2: Schedule one or more Public Open Houses.

Action 3: Notify the public of upcoming public open houses at least 15 days in advance. Notices can take the form of direct invitations or press releases, and can be included on the Department website ([www.mkedcd.org](http://www.mkedcd.org)) or in a newsletter. Notice shall include date, time, location, purpose, and key contact person as well as instructions on how to obtain a digital and/or written copy of the Draft Plan.

Action 4: Hold an Open House. Keep Open House sign-in sheets.

Action 5: Document oral and written comments and suggestions made by participants. This documentation will be available to interested individuals upon request and will be posted on the Department website ([www.mkedcd.org](http://www.mkedcd.org)). This information may also be included in a newsletter.

Action 6: Further encourage written comments on the Draft Plan through mediums such as mail, fax, or e-mail. Include information on the deadline for submitted written comments and testimony.

Action 7: Review and consider written and oral comments received. Revise the Draft Plan as needed. The Final Draft Plan will be made to interested individuals upon request and will be posted on the Department's website ([www.mkedcd.org](http://www.mkedcd.org)). Portions of the Final Draft Plan may also be included in a newsletter.

4. **Formal Review and Approval Phase:** Department staff will present the Final Draft Plan to the public, allowing the elected officials, public, and staff to exchange dialogue. A public hearing will be held for public review and comment before City Plan Commission followed by the statutorily required hearing at the Zoning, Neighborhood, and Development Committee of the Common Council.

Action 1: Prepare a Resolution approving the City's Comprehensive Plan for City Plan Commission and an Ordinance for approving the City's Comprehensive Plan for Common Council. Have the Ordinance introduced at Common Council.

Action 2: Schedule a City Plan Commission public hearing.

Action 3: Notify all recorded interested parties of the upcoming City Plan Commission public hearing. Simultaneously, post the agenda on the Department website ([www.mkedcd.org](http://www.mkedcd.org)).

Action 4: Publish the public notice announcing the required Zoning, Neighborhoods, and Development Committee public hearing for the adoption of the plan as a class 1 notice, pursuant to Ch. 985.02(1) Wis. Stats at least 30 days prior to the hearing. The class 1 notice shall include the following: (1) date, time and place of the hearing, (2) a summary of the Final Draft Plan with Plan Commission amendments, if any, (3) the name of the city representative who may provide additional information regarding the Final Draft Plan (4) where and when a copy of the Final Draft Plan may be viewed prior to the hearing, and how a copy of the plan may be obtained and (5) the deadline for submitting written comments.

Action 5: Make available copies of the Final Draft Plan with Plan Commission for viewing by the general public at the same time as the public hearing notice is published. The Final Draft Plan shall be available for review at the Legislative Reference Bureau, 200 E Wells, Basement, and on the Department website ([www.mkedcd.org](http://www.mkedcd.org)). Black and white copies of the Final Draft Plan shall be made available to interested individuals upon request. Once the written comment period has ended, send copies of all written comments to the City Clerk for inclusion into the committee file.

Action 6: Hold the City Plan Commission Public Hearing. Keep sign-in sheets.

Action 7: Write up a general description of public comments heard at the hearing. Forward comments along with the adopted Resolution to the Zoning, Neighborhood, and Development Committee.

Action 8: Prepare and conduct a presentation for the Zoning, Neighborhoods, and Development Committee summarizing the planning process and key provisions of the Final Draft Plan. Respond to the received written comments and oral testimony.

Action 9: Hold the ZND Public Hearing and respond to the received written comments and oral testimony.

Action 10: Document all public testimony and written comments submitted at the hearings as part of the record.

Action 11: Submit the Final Draft Plan with City Plan Commission and ZND amendments, if any, to Common Council for adoption.

Action 12: Once the plan is adopted by the Common Council, incorporate all CPC, ZND, and Common Council amendments and post the Adopted Plan on the Department's website ([www.mkedcd.org](http://www.mkedcd.org)). Send a copy of the Ordinance and Adopted Plan to the distribution list in Attachment A.